

FIG. 1

FIG. 2

PRODUCT CARD:

- COLORS AVAILABLE:**
BLACK
WHITE
RED
- PRICE:** \$15.00
- MANUFACTURER**
ITEM #

DO YOU WISH TO PURCHASE THIS ITEM ? Y

PRODUCT CONTENT
320

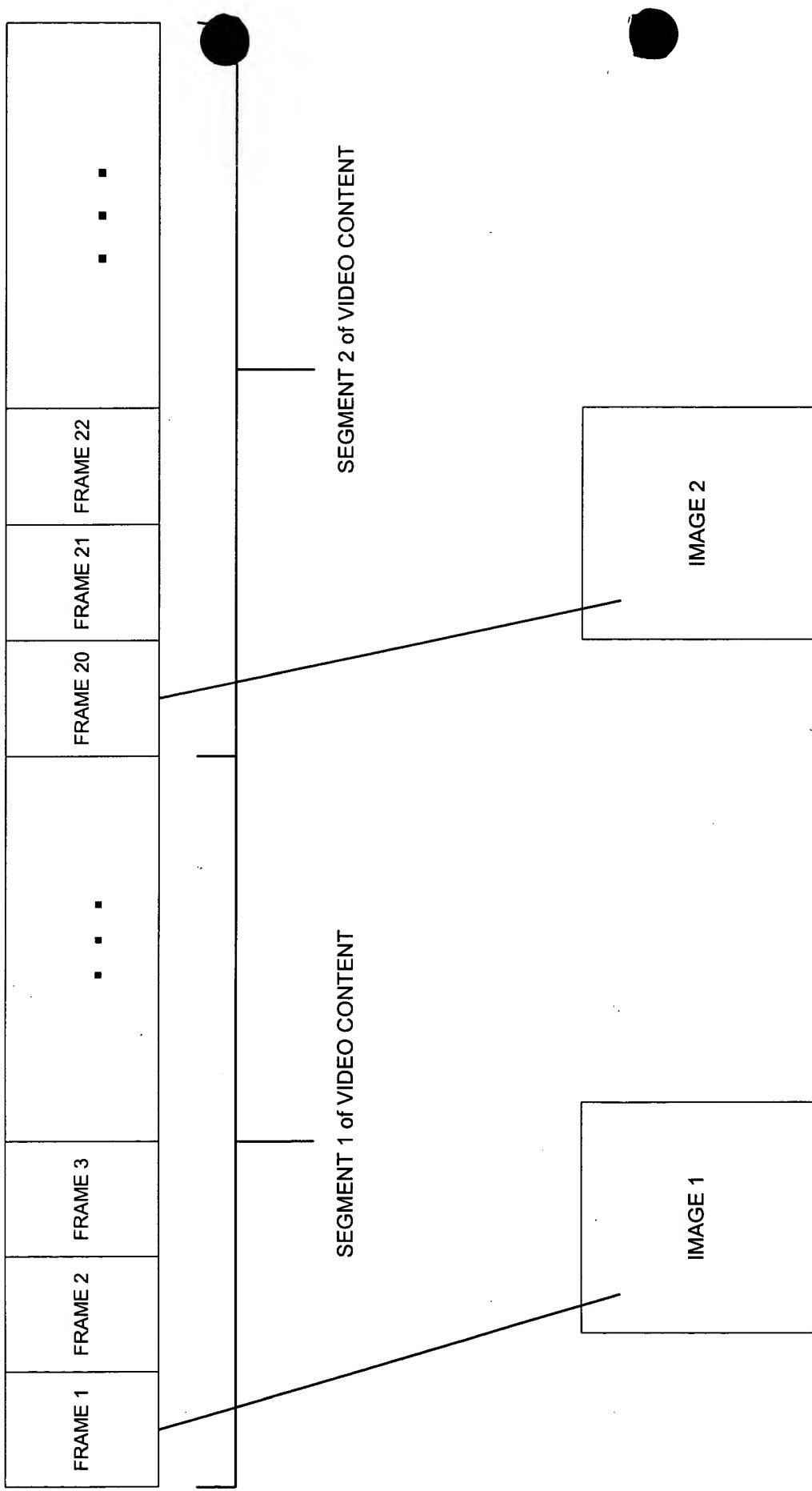
3D SCENE ELEMENTS:

- VIDEO CONTENT AREA**
305
- IMAGE AREA**
310
- PRO 1**
- PRO 2**
- PRO 3**
- PRO 4**
- PRO 5**

HYPERTEXT LINKS

- PRO 1 - LINK
- PRO 2 - LINK
- PRO 3 - LINK
- PRO 4 - COFFEE CUP --
CRATE AND BARREL
- PRO 5 - LINK

FIG .3



SPONSOR**VIDEO SERVER****HOST SERVER****CLIENT**

Contact Host Website

Provide Host Website Home Page & Video Content Options for Viewing

Select Video Content

Request Selected Video Content

Provide Video Content, First Image and First Set of Hypertext Links to Host

Integrate Video Content, Image and Links Into Single Webpage and Provide to Client

Select to Play Video

Request that Video Content Begin Playing

Provide Video Content/Update Images and Hypertext Links at Regular Intervals as Video Plays

Provide Video Content/Update Images and Hypertext Links In Fully Integrated Web Site

Retrieve Information on User Selected Product - Selected from Image or Hypertext Links

Provide Product Information/Integrate into Product Content Area of User Interface/Webpage

Purchase Product from Sponsor

FIG. 4

USER ID	ACTION	PAGE	DATE	TIME
Jcarr	Logged On	Host Webpage	May 9, 2000	4:09:44
Jcarr	Opened New User Interface	Britney Spears Video	May 9, 2000	4:09:46
Jcarr	Clicked on Image	GAP: Red Pants	May 9, 2000	4:10:52
Jcarr	Selected Option to Buy	GAP: Red Pants	May 9, 2000	4:12:52
Jcarr	Logged Off	Host Webpage	May 9, 2000	4:15:34

FIG. 5